

# Webinar: The Unapologetic Saleswoman

written by Lauri Moon | October 3, 2018

***How to break barriers and beat the odds as a woman in sales.***

This webinar is for women striving to succeed in a professional sales role. Based on decades of personal experience as a successful saleswoman and personal coach, Lorraine Ferguson, author of **The Unapologetic Saleswoman**, shares insights and practical how to's for overcoming some of the most common concerns and self-doubts, and erasing the negative connotations of selling...so you can stop apologizing for doing your job and reach your full potential as a professional saleswoman.

In this webinar, you will learn:

- What powerful communication tactics women in sales are using to stay ahead of their competition
- How to eliminate your “head trash” about being a woman in sales
- How to take control of the sales process and what makes a successful saleswoman

## YOUR HOSTS



## Lorraine Ferguson, Sandler Trainer

With over three decades of experience as a sales professional and trainer, Lorraine is recognized internationally as a business development expert specializing in executive sales consulting and sales productivity training. A dynamic, enthusiastic speaker certified in the proprietary selling system developed by David H. Sandler, she informs, entertains, and motivates leadership and rank-and-file sales teams to achieve at their full potential.



# Mike Montague, VP Sandler Online Learning & Development

Mike shares his knowledge and expertise by way of social media and other avenues with quality content and resources designed for sales professionals and managers all over the globe. He is also an accomplished writer, contributing to the Sandler book, *LinkedIn The Sandler Way*, business magazines, and the Sandler Blog.

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